

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

Creative Arts Exchange: Economic State-Craft and the Arts ECA/PE/C/CU-13-26

Cultural Programs Division Office of Citizen Exchanges

The POGI guidelines apply specifically to the Request for Grant Proposals (RFGP) issued by the **Office of Citizen Exchanges, Cultural Programs Division** for the **Creative Arts Exchange: Economic Statecraft and the Arts** theme. Proposals must conform to the RFGP, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines and the program information supplied in the accompanying RFGP, the RFGP is to be the dominant reference.

The deadline for proposals is **May 6, 2013**. For further information regarding the RFGP or other solicitation documents, please contact Julia Gómez-Nelson in the Cultural Programs Division at: (202) 632-6409 or nelsonJG2@state.gov.

I. STATEMENT OF WORK

A. Award Recipient Responsibilities

In consultation with ECA, specific responsibilities will include the following:

1. Provide programmatic, logistical and administrative oversight of the program;
2. Identify and recommend to ECA, for final determination, the American participants and alternates;
3. Cover the cost of and arrange all round-trip international and domestic travel (complying with the Fly America Act) and lodging for the participants;
4. Make arrangements for interpreters, if necessary;
5. Assist participants with passports, visas, immunizations, and other pre-departure preparations;
6. Arrange for Washington, D.C. based pre-departure orientation sessions to provide programmatic and logistical information to participants;
7. Manage all financial aspects of the program, including stipend disbursements (honoraria and per diem) to the participants and management of any sub-grant relationships with partner organizations;
8. Manage all Bureau of Educational and Cultural Affairs (ECA) and other funds for this activity, including submitting required quarterly and final financial and program reports to ECA;
9. Maintain liaison with ECA, U.S. Embassy and Consulate, and participants to ensure the program schedule is compatible with needs and objectives of program. Provide ECA and program participants with a final program schedule no later than two weeks prior to their U.S. departure;
10. Develop appropriate and innovative community, cultural, social, and civic activities in consultation with U.S. Embassy and Consulate;
11. Provide day-to-day monitoring of the program to prevent and/or manage any issues or complications that may arise. Inform ECA about the administration of the program including any problems, emergencies, or other issues with participants as well as progress of necessary corrective action;
12. Develop program evaluation to assess the efficacy and impact of the program;
13. Develop follow on programming that is supported through the innovative use of new and social media to enhance the impact of the program.

B. Department of State Responsibilities

Specific responsibilities will include the following:

1. Provide advice and assistance in the execution of all program components;
2. Facilitate interaction within the Department of State, to include ECA, the regional bureaus, and overseas posts;
3. Identify countries where exchange activities will take place and provide contact information to the award recipient;
4. Review and approve daily schedules and program materials (including new and social media strategies);
5. U.S. Embassies and Consulates will be responsible for all in-country travel, accommodations, and in-country press and media;
6. Approve the final U.S. participant selection and alternates;
7. Enroll the participants in a health insurance plan for the period of the exchange. Fellows can be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) with no charge to the cooperative agreement. Alternatively, you may use your own plan as long as it offers the same or better coverage- and costs no more than \$50 per person per month; premiums may be included in the agreement request;
8. Represent the U.S. Government at exchange events, such as program orientations and debriefs when able.
9. Arrange participation of Department of State officers in pre-tour briefings and any debriefings that might take place;
10. Monitor and evaluate the program through regular communication with the award recipient.

II.

PROGRAM SPECIFIC GUIDELINES

A. Overview

The Bureau of Educational and Cultural Affairs (ECA) of the U.S. Department of State invites proposal submissions for the design, implementation and administration of an exchange program (Economic Statecraft and the Arts) that sends small delegations (approximately 3-8 members) of recognized American creative and business experts abroad to provide a 360° perspective of a creative economy and to contribute to the development of a creative economy in emerging democracies and markets. The initiative will consist of approximately 3-5 programs spanning approximately 1-2 weeks in countries identified by ECA. The members of the delegation should lend individual and complementary perspectives and provide host country participants with a wide range of options for future collaboration and/or mentoring. The innovative use of new and social media will enhance and extend the impact of the program through online educational programming, collaborations and/or mentoring to encourage a foundation for sustaining professional networks and relationships. The recipient must demonstrate the ability to recruit recognized leaders from a wide range of arts and business fields which may include, but are not limited to film, literature, music and design/digital/graphic arts. The creative economy emphasis for each overseas program will be determined in consultation with ECA, from a pre-determined list of creative industries offered to U.S. Embassies. On rare exception, posts may request a program emphasis (or industry specialty) outside the already pre-determined creative economy programs listed previously.

The Economic Statecraft and the Arts program will link both the creative and the business sector of the arts to promote respect for intellectual property rights and international standards, current industry trends, business development and training, and will enable the creative sector in the host country to emerge as a sustainable creative economy that bolsters creative freedoms, free markets, and democratic values.

In a Cooperative Agreement, ECA is substantially involved in program activities above and beyond routine grant monitoring. ECA may request that the recipient make modifications to the exchange and

travel components of the program. The recipient will be required to obtain approval of significant program changes in advance of their implementation. ECA will also perform an annual performance evaluation/review.

B. Program Dates

Each overseas program should be between 1 and 2 weeks and can begin at a time that is mutually agreed upon by the recipient, ECA and the U.S. Embassy, but begin within six-nine months of the award date. To ensure adequate time for the recipient to make pre-program arrangements, ECA will make every effort to award the approved Cooperative Agreement in a timely fashion, pending FY2013 availability of funds. The anticipated award start date is September 1, 2013.

C. Program Administration

Proposals must describe the applicant's track record and capacity for implementing innovative international arts exchange programs. Applicants and their partner organizations must also demonstrate the ability to develop projects that address the specific participant profile and the goals and themes outlined in the FY 2013 RFGP. The overseas programming will consist of group seminars, individual meetings, workshops and media activities that are developed in close consultation with ECA, U.S. Embassy and in-country partners. When possible and relevant, the award recipient will work with Posts to identify and reach out to foreign counterparts to participate in programming. Each program will vary in length, and it is possible that American participants will visit at least two to three cities during their stay in country. Programming will be planned in consultation with ECA and Public Affairs Sections (PAS) at U.S. missions overseas in ECA designated countries.

Proposals should include a staffing pattern that details how staff will share responsibilities. The award recipient must designate **a project manager and/or coordinator** to oversee the program and all of the corresponding projects, coordinate logistical, budgetary and administrative arrangements, ensure all of the interests of the various stakeholders are represented, serve as a primary point of contact for the Bureau, and initiate, facilitate, manage, and monitor communications between all of the parties involved in the program.

In consultation with ECA, the recipient will arrange participant orientation sessions and develop any necessary pre-departure and welcome materials for the participants which will include, but not limited to program agenda, itinerary, country background notes. ECA will coordinate participation of Department of State officers in pre-tour briefings and any debriefings that might take place.

D. Participants

The Economic Statecraft and Arts program will consist of up to 40 American participants who will be recognized leaders and possess significant knowledge of their respective fields. The recipient must demonstrate their ability to identify and recruit individuals from a wide range of arts and business fields which include, but are not limited to film, literature, music and design/digital/graphic arts, and make timely recommendations to ECA for final approval. The delegations should represent the diversity of the United States in gender, geography, age and professional position. The members of the delegation should lend individual and complementary perspectives to a creative economy; demonstrate a commitment to the goals of the program, international exchange, and a commitment to engaging with professional counterparts and diverse audiences in various settings.

III. BUDGET

All budget guidelines must be followed. The budget should indicate any cost sharing from sources other

than the Department of State. See standard guidelines (PSI) in the Solicitation Package for information on cost sharing and the cost of audits.

The maximum level of funding for this program is \$500,000, pending the availability of funds. ECA intends to award one Cooperative Agreement to carry out activities. The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and the availability of funds. Please be sure to include a Summary Budget on a separate page before the Detailed Budget. The Summary Budget should clearly indicate the number of program participants and provide an overall unit cost per participant, as well as a unit cost breakdown by program and administrative costs.

Following the Detailed Budget, please include a Budget Narrative that concisely explains how costs were calculated and the rationale for including them in the budget. Since countries and creative economies have not been determined, the proposal budget should describe the following programmatic and administrative assumptions: An 8 member delegation traveling to Pakistan for two weeks representing the film industry. Suggested costs include, but are not limited to, the following:

- Your proposal should show strong administrative cost sharing contributions. **Maximum** limits on cooperative agreement funding are as follows: Books and educational materials allowance-\$100 per participant; Conference room rental costs-\$250 per day per room; Participant/consultant/interpreters/escorts fees and honoraria-\$250/day; Cultural allowance-\$150 per participant; per diem-standard government rates; Evaluation costs- 5% of the cooperative agreement. Organizations are encouraged to cost-share any rates that exceeds these amounts.
- Domestic and international travel for participants and staff, including transit costs if applicable, (American carriers or code-share airlines must be used for overseas travel whenever possible);
- Airport taxes and country exit fees;
- Costs associated with visas and immunizations;
- Sub-recipient organizations may be used, in which case the written agreement between the prospective recipient and sub-recipient should be included in the proposal. Sub-grants must be itemized in the budget under General Program Expenses.
- Collateral materials, trip itinerary booklets, educational materials and presentation items;
- Other justifiable expenses related to program activities including but not limited to translation of outreach and/or educational materials.

Exchange participants will be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) to provide them with health benefits during the exchange; this cost does not need to be included in the budget. More information on ASPE is available at <http://usdos.sevencorners.com/>.

IV. REVIEW PROCESS

Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance awards (grants or cooperative agreements) resides with the Bureau's Grants Officer. The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and availability of funds.

All technically eligible proposal applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

- 1. Quality of Program Idea/Plan:** Your proposal should exhibit originality, coherence,

substance, precision, and relevance to the Bureau's mission. A detailed agenda and relevant work plan and time-line should demonstrate clarity, substantive undertakings, logistical capacity, and attention to detail.

2. Ability to Achieve Program Objectives: Objectives should be reasonable, feasible, and flexible. Your proposal should clearly demonstrate how the institution will meet the program's goals and objectives. The FY 2013 RFGP requires applicant organizations demonstrate access to substantial networks of artists and arts administrators. Your proposal should demonstrate your organization's ability to develop a staffing plan and access resources to design unique and creative project components.

3. Support for Diversity: Your proposal should demonstrate substantive support of the Bureau's policy on diversity. Achievable and relevant features should be cited in both program administration (selection of participants, program activities and program evaluation) and program content (orientations and debriefing, outreach activities, and resource materials).

4. Evaluation and Follow-Up: Your proposal should include a plan to evaluate the activity's success, both as the activities unfold and at the end of the program. A draft survey questionnaire or other technique, plus a description of a methodology that links outcomes to the original project objectives, is strongly recommended. Your proposal should also discuss provisions made for follow-up with returned participants as a means of establishing longer-term individual and institutional linkages.

5. Cost-effectiveness/Cost-sharing: The overhead and administrative components of the proposal, including salaries, honoraria and subcontracts for services, should be kept as low as possible. All other items should be necessary and appropriate. Your proposal should maximize cost sharing through other private sector support as well as institutional direct funding contributions.

6. Institutional Track Record/Ability: Your proposal should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Bureau grants as determined by Bureau Grants Staff. The Bureau will consider the past performance of prior recipients and the demonstrated potential of new applicants. Proposed personnel and institutional resources should be fully qualified to achieve the project's goals.

V. APPLICATION SUBMISSION

PROPOSAL CONTENTS

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

NOTE: Proposals submitted through Grants.gov may only be submitted in the following formats:

- Microsoft Word
- Microsoft Excel
- Adobe Portable Document Format (PDF)

- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items:

TAB A - Application for Federal Assistance Cover Sheet (SF-424)

TAB B - Executive Summary

In one double-spaced page, provide the following information about the project:

1. Name of organization/participating institutions
2. Beginning and ending dates of the program
3. Proposed theme
4. Nature of activity
5. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources
6. Scope and Goals
 - a. Number and description of participants
 - b. Wider audience benefiting from program (overall impact)
 - c. Geographic diversity of program, both U.S. and overseas
 - d. Fields covered
 - e. Anticipated results (short and long-term)

TAB C

Calendar of activities/itinerary

Narrative

In 20 double-spaced, single-sided pages, provide a detailed description of the project addressing the areas listed below.

1. Vision (statement of need, objectives, goals, benefits)
2. Participating Organizations: Identify any partner organizations for the program, their roles, and your reasons for including them.
3. Program Activities (recruitment, orientation, cultural program, participant monitoring)
4. Program Diversity: Explain how the program managers will be pro-active in supporting diversity in program content, demonstrating how diversity can contribute to a vibrant civil society. Diversity should be defined broadly and should include geographic, urban/rural, ethnic, racial, socio-economic, and religious diversity.
5. Program Evaluation: The progress of the cooperative agreement should be monitored closely, and ECA must be kept informed of activities. Your proposal should include a plan describing how success in meeting the stated goals of the program will be measured and reported. ECA recommends that the proposal include a draft survey questionnaire or other technique.
6. Follow-on: Suggest ways that your organization, U.S. Embassies and ECA might provide follow-on activities for foreign program participants, including both ECA-funded and privately funded activities.
7. Institutional Capacity/Project Management: Outline your capacity for doing projects of this nature, focusing on two areas of competency: administrative and logistical competence. Describe the program staffing (individuals and responsibilities), qualifications, structure, and resources. If applicable, include this information for primary partner organizations as well.
8. Work Plan/Time Frame: Outline the phases of the project planning and

implementation for the entire cooperative agreement period.

TAB D - Budget Submission

1. Budget Information – Non-Construction Programs (SF-424A)
2. Detailed Budget (list allowable costs and any other program specific budget issues.)

TAB E

Letters of endorsement

Resumes

Resumes of all program staff should be included in the submission. No resume should exceed two pages.

TAB F – Other Required Information

1. SF-424B, “Assurances - Nonconstruction Programs”.
2. First time applicant organizations and organizations which have not received an assistance award (grant or cooperative agreement) from the Bureau during the past three (3) years, must submit as an attachment to this form the following: (a) one copy of their Charter OR Articles of Incorporation; (b) a list of the current Board of Directors; and (c) current financial statements. Note: The Bureau retains the right to ask for additional documentation of those items included on this form.
3. **Please note:** Effective January 7, 2009, all applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.

Those who do not file IRS Form 990 must submit information above in the format of their choice.

As part of final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one- page description of grant activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

4. Include other attachments, if applicable, i.e. the SF-LLL form, etc.

For Informational Purposes Only:

ADHERENCE TO ALL REGULATIONS GOVERNING THE J VISA

The Bureau of Educational and Cultural Affairs places critically important emphases on the security and proper administration of the Exchange Visitor (J visa) Programs and adherence by award recipients and sponsors to all regulations governing the J visa.

A copy of the complete regulations governing the administration of Exchange Visitor (J) programs is available at <http://J1visa.state.gov> or from:

Office of Designation, Private Sector Programs Division
U.S. Department of State
SA-44, Suite 668
301 4th Street, SW
Washington, DC 20547

APPLICATION SUBMISSION

The RFGP indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program or the competition, call Julia Gómez-Nelson at (202) 632-6409, Cultural Programs Division; Fax: (202) 632-9355; email: nelsonJG2@state.gov